Note for Neidle, Bruce

Barbara,
Looks ok.
Bruce

2045377150

From: Weinstein, Barbara

Date: Wed, Aug 16, 1995 6:05 PM

Subject: RE: Mid-Year Report

To: Thoretz, Will

Cc: Gawronski, Edward; Neidle, Bruce; Rubin, David

File(s): Domestic Tobacco

Will,
Here is the Domestic Tobacco commentary back with the PM-USA shipment and Nielsen data that we filled in together over the phone.
I am sending a copy to Ed Gawronski, Dave Rubin and Bruce Neidle for FYI and review. If you need any additional information, you may call either Bruce (x3589) or David (x2909) since I will be out tomorrow.

Bruce and David, If you have time to verify the numbers I gave Will, that would be great. All the data is on my desk. The only number in question is PM's Premium contribution gain from 1994 to 1995: 80.17% to 82.53%, diff is2.36%. We rounded last year and this year to 80.2% and 82.5%, resulting in a 2.3% mix gain.
Barbara.

From: Thoretz, Will on Wed, Aug 16, 1995 4:50 PM
Subject: Mid-Year Report
To: Weinstein, Barbara
File(s): Domestic Tobacco

Attached is a draft of the PM USA section of our Mid-Year Report, a new publication that is replacing our three quarterlies.

As you will note, to facilitate fast approval, the language in the attached passage closely follows that of the second-quarter earnings release -- updated to show numbers on a six-month basis.

I would appreciate if you would fill in the appropriate share data, making comparisons between the six months ended June 30, 1995 and the same period last year.

Please call if you have any questions. Thanks, Barbara.

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